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To Our Customers:

Here is our NEW 1941 Price List of Chrysanthemum Rooted Cuttings. In it are many of the newer varieties and all the best of the older ones which we know to be good. We thank you for your past orders and are prepared to give you even BETTER SERVICE this season.

AGAIN we are making SPECIAL DISCOUNTS on your advance orders. We are also making ADDITIONAL DISCOUNTS on LARGE ORDERS.

The following ADVANCE ORDER DISCOUNTS are available to YOU if you will send your 1941 Chrysanthemum Rooted Cutting Order NOW! TODAY!

ADVANCE ORDER DISCOUNTS:

- 15% Discount for CASH WITH ORDER orders delivered in May, June, & July.
- 10% Discount for CASH WITH ORDER orders delivered WHEN READY.
- 5% Discount for CHARGE orders for delivery in May, June, or July.

Just think of the SAVING on your Rooted Cuttings this year if you would make out that order, clip your check to it and mail it to us NOW, while your reading this letter. You don't want to forget it because you can SAVE yourself MANY DOLLARS to spend on some of those things you've been going without for so long. How about it? Isn't it worth it? You KNOW IT IS. Do it NOW, before the date at the close of this letter(below).

ARE YOU interested in SAVING MORE MONEY? Then you will be interested in our new QUANTITY DISCOUNTS for larger orders. We are giving you these quantity discounts in addition to our early order discounts to help you SAVE TIME, SAVE ROOM, SAVE LABOR, CUT ADDITIONAL UNNECESSARY EXPENSES, and to DO AWAY WITH THE WORRYING AND LOSSES due to POOR STOCK and POOR CUTTINGS which may or may not be ready for you when you want them. Also, it is hard to propagate just the right numbers at the right times.

WE KNOW that you want your cuttings WHEN YOUR BEDS ARE READY. By placing your order NOW, we can assure you that you will get the right amount of each variety at the time you specify, or we will notify you in advance just when you can expect them. By taking these things into consideration, you know it would be very advantageous to you to get them from us. Also, it is true, that at THESE DISCOUNT PRICES you can't afford to take the risks of propagating them yourself, can you? HERE THEY ARE!

ADDITIONAL QUANTITY DISCOUNTS:

- 3% Discount on CASH WITH ORDER orders totaling from 2,500 to 5,000
- 5% Discount on CASH WITH ORDER orders totaling from 5,000 to 10,000
- 10% Discount on CASH WITH ORDER orders totaling from 10,000 to 20,000
- 15% Discount on CASH WITH ORDER orders totaling from 20,000 to 50,000

DID YOU KNOW that on a Cash Order for 50,000 cuttings YOU SAVE \$346.87, and that on a Cash Order for 20,000 cuttings YOU SAVE \$117.50, and that on a Cash Order for 10,000 cuttings YOU SAVE \$58.75, and on a Cash Order for 5,000 cuttings YOU SAVE \$24.06, and on a Cash Order for 2,500 cuttings YOU SAVE \$10.97. These figures good only on or before date below.

COMPARE THESE DISCOUNTS with any other and note how much more money WE SAVE YOU. You can't afford not to TAKE ADVANTAGE of them. If you do not have the cash just now, it would pay you to borrow it. Six per cent interest for four months would be only 2% of the amount borrowed and you will save from 15% UP, according to your order. It will be hard to find an investment that will PAY YOU BETTER.

"WE GROW OUR OWN". That's the secret of our remarkable LOW PRICES. OUR CUTTINGS are QUALITY CUTTINGS regardless of their price. We handle your order PERSONALLY. WE PACK AND SHIP your order OURSELVES. It is handled only by OUR EXPERIENCED HELP who KNOW THEIR STUFF. Our stock comes direct to you PACKED CAREFULLY in ventilated cartons.

WE GUARANTEE SAFE DELIVERY and if for any reason our cuttings are not SATISFACTORY, you may return them at once, carefully packed. In the past ten years or more, we have not had a dozen packages returned. This is STRONG EVIDENCE of the QUALITY of OUR STOCK. It is CLEAN, HEALTHY, and FREE FROM DISEASE. You need this kind of stock. We are ready to serve you. Feel free to write us, we will be glad to help you.

Mail your CHECK WITH ORDER, NOW! So we may give you the BEST POSSIBLE SERVICE. To take advantage of the above Early Order Discounts, your order must be in the mail NOT LATER THAN

GENEVA FLORAL CO., Geneva, N. Y.

FEB 1 - 1941

